

MASTER OF BUSINESS ADMINISTRATION

FENG SHUI IN BUSINESS :

**“THE CASE OF THE BEIJING OLYMPIC GAMES
2008”**

CHEAH CHENG TEIK

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Strategic Management was used by the Beijing Olympic Committee in planning, organizing and executing the games and feng shui was applied to shape strategic management to overcome uncertainty and anxiety for best decision making. China therefore exercised her wisdom to take advantage of the trinity of luck to host “A High Quality Game with Distinctive Features”.

Hungry Ghost Month Festival was not relevant with much more goodness and stronger influence of Feng Shui.

Given the findings of this study with regard to the games, the effort to enhance the country image was worthwhile. Since the Chinese wanted to be successful they had devoted efforts to develop world class stadium which involves some form of transfer of latest sports technology and good business opportunity for the country. The greater commitment against all odds during the month of the hungry ghost and efforts in line with feng shui, the design of stadiums and so many auspicious ‘8’ was an additional opportunity to enhance their competitive advantage where they had achieved better performance in the games to top the medal charts.

**“FENG SHUI IN BUSINESS, THE BEIJING OLYMPIC GAMES
2008”
THE RIGHT DECISION**

Beijing Games 2008 has enabled China to showcase joyousness, abundance, success and plenty of good fortune.

2009

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REFERENCES

Books

Biodata of Feng Shui Masters Lilian Too and Joey Yap

All feng shui quotes and pictures are from Lilian Too's World of Feng Shui.

The official website of the Beijing Olympic Games 2008

APPENDIX(ES)

An exclusive interview with Dr Goh Kum Guan

A Feng Shui expert and consultant

Dr Goh's PhD in Management and International Credentials

Presentation slides

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Feng Shui in Business : The case of the Beijing Olympic Games 2008.

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Abstrak (Malay)

Dalam kes ini saya telah membuat kajian mengenai “Feng Shui dalam Perniagaan : Kajian mengenai kes acara sukan Olimpik 2008 di-Beijing” dan ia berlandaskan kepada ‘Tuah dan Nasib’ (Trinity of Luck), ‘Tien, Ti, Ren’ , iaitu Syurga, Bumi dan Inshan. Acara sukan Olimpik 2008 ini dilangsungkan ditempat yang betul dan sesuai iaitu Beijing China, pada masa yang tepat iaitu 080808 dan membuat sesuatu benda yang betul iaitu mengendalikan acara sukan Olimpik Beijing pada tahun 2008. Dalam kajian kes ini saya akan mengenalpasti bagaimana unsur-unsur tuah dan nasib serta Feng Shui mempengaruhi usaha membuat keputusan dalam acara sukan Olimpik 2008 di Beijing. Dalam kajian ini saya mengutarakan dua unsur utama yang bersangkutan dengan acara ini, iaitu Feng Shui dan Bulan Hantu Lapar. Acara Olimpik 2008 ini berlangsung pada tanggal 8 Feng Shui, yang mana menjadi sebahagian daripada kecemerlangan tuah nombor 8. Sukan Olimpik 2008 di Beijing ini dimulakan pada 8hb Ogos hingga 24hb Ogos iaitu pada Bulan Hantu Lapar. Saya juga menceritakan bagaimana China berusaha untuk mendapatkan penajaan Sukan Olimpik 2008 di Beijing walaupun ia berhadapan dengan banyak halangan. Dari kajian kes ini saya dapati jawatankuasa sukan Olimpik 2008 di Beijing China telah menggunakan tuah dan nasib serta Feng Shui dalam usaha menjayakan acara sukan ini serta membina rekabentuk gelanggang sukan berbentuk sarang burung dan kuib air yang sebenarnya secara simbolik menggambarkan Syurga dan Bumi. Berlandaskan kepada unsur-unsur pengurusan strategik saya telah menganalisa kes acara sukan Olimpik ini dengan menggunakan PESTLE dan SWOT. Kajian dan analisa saya menunjukkan yang Feng Shui memang wujud dan memang berkait rapat dalam usaha membuat keputusan yang bernas dalam sukan Olimpik 2008 di Beijing.

ABSTRACT

This case study, “Feng Shui in Business : the case of the Beijing Olympic Games 2008” has been derived from ‘Trinity of Luck’, ‘Tien, Ti, Ren’ , that is Heaven, Earth and Man. It was at the right place in Beijing China, at the right time 080808, and doing the right thing, the Beijing Olympic Games 2008. This case study will highlight how the trinity of luck and feng shui influences decision making in the Beijing Olympic Games 2008. This case study presents two main core issues related to the Games : Feng Shui and Hungry Ghost Month. The games took place during the Feng Shui Period 8 which is part of the Auspicious 8. The ‘Beijing Olympic Games 2008’ took place from August 8th to 24th during the Hungry Ghost Month Festival. All of these cultural beliefs are deeply ingrained in the Chinese culture, hence may have influenced the business decisions in the Beijing Olympic Games 2008. The case begins with a review of the Olympics from prehistory to modern times. It told how China bid to hold the Beijing Olympic Games 2008, the necessary preparations made, human rights issue and the disturbance for the torch relay, the opening ceremony was a concern about the weather, the successful opening and closing ceremony, and Beijing after the 2008 Olympics. Most notable was that China took advantage of the power packed Trinity of Luck in 2008 and the Feng Shui Architecture for the design of the main sports buildings especially the Bird Nest Stadium and the Water Cube, which together are symbolic of Heaven and Earth. The case was analyzed using the environmental analysis PESTLE, Internal analysis SWOT in light of the decisions taken by the Beijing Olympic Committee in planning, organizing and executing the games. The analyses show that Feng Shui was relevant in the business decision making relating to Beijing Olympic Games 2008.

Chapter 1

INTRODUCTION

1.1 Introduction

In today's business world, strategy is an important tool to guide the organization to make profit and continuously to be in operation. A company without a proper strategy is deemed as a ship without a direction. When there is no captain to charter the direction then the crew will be lost in the wide ocean. As suggested by Kim and Mauborgne (2005), companies can adopt a red ocean strategy or a blue ocean strategy in order to survive in the turbulent economy. Red ocean strategy is the current competitive strategy where companies compete in the same market space and blue ocean strategy is creating a new un-competitive market space. In this case study, I am trying to show the presence of Feng Shui as applied in the business world besides having a clear strategy drawn by the company. The organization that I conducted the study was the 2008 Beijing Olympic Games Committee. As we know the Chinese believe the Feng Shui in what ever they do and it becomes an important part of their business life. Therefore, I am emphasizing that the elements of Feng Shui have been used as the first level of defense beside the strategy in the business environment among the Chinese, specifically in the Beijing Olympic Games 2008.

1.2 Overview of the Beijing Olympic Games

The Confucian classical proverb for the Beijing Olympic Games 2008 was, "Friends have come from a far, how happy we are". Let us take a look at the colors for the Olympic Emblem and the Olympic Rings.



Figure 1.0 . The Olympic Emblem.

Source : The Official Website of the Beijing 2008 Olympic Games

Figure 1.0 is showing the "Dancing Beijing" which was painted using the favorite color of the Chinese people. The color "red" in the emblem was used to light-up the passion to a new level. It embraced the Chinese people's longing for luck and happiness and their explanation of life. Red is the color of the Sun and the Holy Fire, which also represented life with a new beginning. Red resembles mind at ease and a symbol of vitality. This is China's blessing and invitation to the world.



Figure 1.1 . The Olympic Rings.

Source : The Official Website of the Beijing 2008 Olympic Games

Figure 1.1 shows the five rings and the colors of blue, yellow, black, green and red represented the five parts of the world now encompassed by participants who are ready to compete in sports against each other. The six colors which included the white background

when combined represent those of all nations. The blue and yellow of Sweden, the blue and white of Greece, the French, English, American, German, Belgian, Italian and Hungarian tricolors, the yellow and red of Spain are side by side with the new Brazilian and Australian flags, the old Japan and the new China. It is truly an international emblem which represent international event.

The Games took place between August 8 to 24, 2008, in Beijing, China and play host to the 28 summer sports on the Olympic program. Approximately about 10,500 athletes participated in the Games, with 20,000 accredited media bringing the Games to the whole world. The 2008 Olympic Games Participating Countries had most of the countries who participated in the Athens Olympic Games of 2004 with a total of 205 countries. At that time in Beijing Olympic Games 2008 in China had 28 sports and 303 medals to be won by the competing countries.

1.3 About this Case Study

This case study is entitled “Feng Shui in Business : the case of the Beijing Olympic Games 2008”. The trinity of luck has three concepts, ‘Tien, Ti, Ren’ meaning Heaven, Earth and Man. And in this case is being at the right place that is Beijing China, at the right time 080808, and doing the right thing, Beijing Olympic Games 2008. The two main core issues in the case study is the Feng Shui and Hungry Ghost Month. I am also trying to find the presence of strategic decision making versus the traditional cultural believe in the Beijing Olympic Games 2008. In this case I am interested to study the cultural elements such as Trinity of Luck, Feng Shui, Auspicious 8 and Hungry Ghost Month. I am trying to analyze this case by looking at the positive view of whether China have taken the advantage of the Trinity of Luck and successfully adopted Feng Shui and

Auspicious 8 in their decision making. Also looking at the reason why China hosted the Beijing Olympic Games during the Hungry Ghost Month, hence breaking the traditional cultural believe. I will also discuss Bazi and do an exclusive interview of a well known Feng Shui Master in order to better understand and present Feng Shui in this case. In constructing the case for the ‘Beijing Olympic Games 2008’ , I am guided by the two main core issues and the three concepts that were deemed to have been adopted by the 2008 Beijing Olympic Games Committee as seen by their actions and the way they go about organizing this world event.

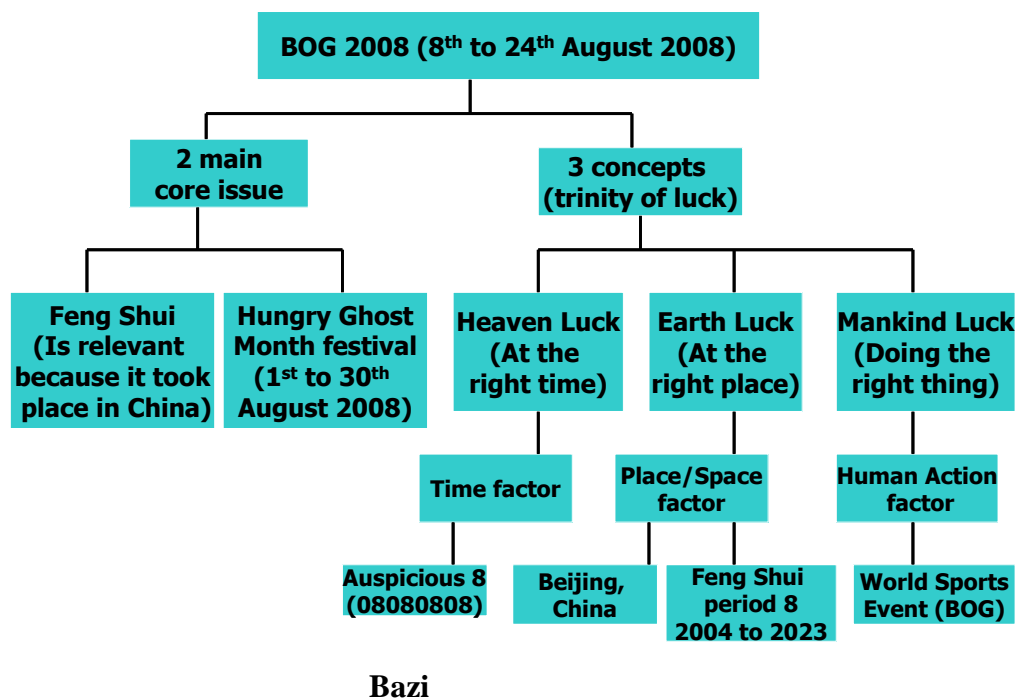


Fig. 1.2 . Two main issues and Three concepts.

The interaction between Man and the Environment also Time and the Universe (refer to as Heaven), create some kind of pattern that represents the cyclical influence of the energies in the Universe imprinted on us during the time of our birth. The secret is encrypted or coded in the form of Eight Characters (BaZi). We are interested to know our BaZi calculation inorder to decrypt this code and reveal our destiny. BaZi is the diagnostic method designed to understand

the condition of the person or the situation of his business. Feng Shui is the prescription used to treat a problem over the person and business which he may be suffering from. In the trinity of luck, feng shui and bazi are closely link. Feng Shui is the place factor or space factor under earth luck while bazi is the time factor under heaven luck. Feng Shui will not be effective if bazi is bad. In 2008 since the right time or bazi was 08080808, a one time conglomeration of the auspicious 8, feng shui applied by BOC became very successful. The right place was Beijing, China, and the space factor is Feng Shui Period 8 from 2003 to 2023.

1.3.1 The elements in Feng Shui are related to each other

In the trinity of luck,

Heaven luck is the time factor and bazi, at the right time, 08080808, the auspicious 8.

Earth luck is the place and space factor, at the right place, in Beijing China and therefore feng shui is relevant, Feng Shui Period 8, 2003 to 2023.

Mankind luck is the thing we do in life, do the right thing, Beijing Olympic Games 2008.

How they are related is, it must be ‘at the right time’ and ‘at the right place’ and ‘do the right thing’ to be successful. This is how “the Beijing Olympic Games became a High Quality Game with Distinctive Features”.

1.3.2 Significance of study

The significance of the study is to be able to show that the ancient wisdom such as Feng Shui can be used to solve modern problems. It also shows how we can exercise wisdom and take advantage of the trinity of luck, a combination of energy forces and good fortune to receive pleasant surprises and unexpected opportunities. The belief is that modern strategy and ancient cultural believe such as Feng Shui goes hand-in-hand in making critical business decisions. The Chinese community believes that the Feng Shui act as a

super-power which helps them to run the business smoothly when Feng Shui is put in practice and followed strictly together with modern business strategy. The practical contribution is for us to align the right timing at the right place to do the right thing in order to gain that competitive advantage and be very successful. The theoretical contribution is superstition and cultural believe such as feng shui can help to overcome uncertainty and alleviate the anxiety associated with it to make favorable decisions.

1.4 Problem Statement

1. Given the explanation in the introduction above, the problem being investigated is to find out the elements of strategic management and traditional Chinese cultural beliefs inherent in the strategic decision making process of the Beijing Olympic Games Committee under the direction of Mr. Xi Jinping. The case study will also uncover whether the two elements and three concepts have strong influence on the team in strategic decision making process of the Olympic Games. Thus, what were the strategic moves taken by the Beijing Olympic Committee in ensuring that the Beijing Olympic Games were ‘High quality Games with Distinctive Features’?

1.5 Research Questions

1.5.1 The motivation for this study

What motivated me for this study is to exercise my wisdom to take advantage of the trinity of luck to write my feng shui thesis. In August 2008 the time and place and world event is no coincidence but a one time trinity of luck. Heaven luck, the right timing of 08080808, the

auspicious 8. Earth luck, at the right place, Beijing China where the economic powers are shifting there with Feng Shui Period 8 as the space factor. Mankind luck, doing the right thing, do something big such as Olympic Games because the chi of the year 2008 is the celestial matching of earth with heaven luck. My study had shown that the BOC has this competitive advantage gained by using Feng Shui in business decision in the Beijing Olympic Game 2008 which had proven to be a High Quality Game with Distinctive Features.

1.5.2 The research problem

The research problem here is to find out whether BOC had exercised her wisdom to take advantage of the trinity of luck in 2008 to host a High Quality Game with Distinctive Features.

1.5.3 The research objectives

The research objective is to show that cultural elements like Feng Shui does effectively help in the decision making process of the BOC. Also to answer the question should a person believe to practice feng shui. Should one believe to practice feng shui – look at yourself, use your common sense, are you happy with what you are and what you have and what is happening to you and your family members ? If the answer is yes, then you probably you have all the feng shui you need without realizing that you are doing it subconsciously. But if the answer is no, then you could be missing out on an opportunity to live better life through believe and practice of good feng shui.

1.5.4 The research questions

In investigating the problem above I will use the below research questions:

1. Is there an element of cultural (Feng Shui) in decision making process of Olympic Games? Example: Such as the Choice of Mr Xi Jinping and his Bazi, animal years and 4 pillars of destiny ; Feng shui selection of the athlete, date and time of birth ; Feng shui architecture for sports buildings, consider the renovation

rules and flying stars in 2008 ; the use of yin-yang for opening ceremony to balance the energy forces.

2. What were the strategic moves taken by the Beijing Olympic Committee in ensuring that the Beijing Olympic Games were ‘High quality Games with Distinctive Features’? Example: such as controlling the weather ; ensure the legacy of the Olympic will not be a white elephant ; took advantage of the trinity of luck in 2008, believe in auspicious 8, believe in feng shui and bazi ; Feng Shui architecture for sports building.

3. Is there an element of strategic management in the decision making process of the Beijing Olympic Games? Example: Such as winning the bid to host the games in 2008 ; to cope with the unrest for the world wide torch relay ; control the weather for the two weeks ; planning a head from 2001 to ensure the legacy of this Olympic earns a gold medal for civic planning with no white elephants after the Olympics.

4. To find out whether strategic management or cultural element have strong influence in the process of Beijing Olympic Committee decision making. Although strategic management form the initial plans but there is much more goodness and feng shui influence of the feng shui period 8 which is one of the auspicious 8. Their strong believe in traditional feng shui help them make decision about uncertainties in strategic management and alleviate the anxiety associated with it.

5. In hosting the Olympic Games did China break the traditional belief of the Hungry Ghost Month? Beijing Olympic Games 2008 was from 8th to 24th August 2008 and Hungry Ghost Month Festival was from 1st to 30th August 2008.

The believe about bad omens during the hungry ghost month festival was proven not relevant due to the feng shui elements which had much more goodness and stronger influence compare to negative impact of hungry ghost festival. It was also said in feng shui theory in 2008 of the rat year, difficulties could be overcome with less obstacles.

6. What should the Beijing Olympic Committee consider in the future plans? The BOC can use the proven methodologies and results for what ever event and task taken in the future. The learning point is that spending must be worthwhile and development is not a wasted effort. They have shown the world that a grand Olympics can also be green and pay dividends for the host community for years to come.

1.6 Definition of key terms.

- 1 BOC – 2008 Beijing Olympic Games Committee.
2. BOG – Beijing Olympic Games 2008
3. Sports – here I am referring to the Beijing Olympic Games 2008.
4. Feng Shui – According to personal interview with a Feng Shui Master Dr Goh Kum Guan (2009), Feng means Wind and Shui means Water. When both combine it become wind and water and it is an art and science of placement to achieve harmony with the environment.

5. Trinity of Luck - The Chinese for generations believe there are 3 types of luck (Trinity of Lucks), namely : Heaven Luck (Tien Chai) - When you are born will determine your Heaven Luck. This is the timing factor. Being at the right timing is an important factor. Earth Luck (Ti Chai) - Earth luck relates to the kind of luck your surroundings affect you which is widely known as "Feng Shui". This is the space or place factor. Being at the right place is an important factor. (Ren Chai) Mankind luck is created by your behavior and attitude towards life, as well as the many decisions you make along your journey in life. This is the human action factor. Doing the right thing is the other important factor. Having all three factors are important because to be successful you've to be at the right place, at the right time and doing the right thing (Lillian Too, 2008).
6. Wisdom – means you be wise to take advantage of a certain good time and favorable situation
7. Taken Advantage – means you predicted goodness and you go for it.
8. Auspicious 8 – To the Chinese the number 8 is a classical symbol of luck and the luckiest among the nine numbers.(Source : <http://www.nysun.com/foreign/countdown-to-the-olympics/83448/>)
9. Hungry Ghost Month – In 2008 the Chinese Ghost Month was from 1st August to 30TH August and was the 7th month in the Chinese lunar calendar. Buddhists, Taoists and believers of Chinese folk religions believe that during the "Ghost Month" the spirits of the dead wander all over the earth and during this dangerous time they suspend all important

activities and decisions (source : <http://www.my-island-penang.com/Hungry-Ghost-Festival.htm>).

1.7 Organization of the Dissertation

As discussed in this chapter, Chapter 1 provides a brief introduction of the subject and the case content. Chapter 2 presents the literature review including Industry Notes and principles of Feng Shui. In Chapter 3, the methodology used and the format for case write-up in creating the case study and the case analysis are discussed as well as the data collection. Chapter 4 presents the case write-up entitled “Feng Shui in Business: The Case of the Beijing Olympic Games 2008”. In Chapter 5, the analysis of the case is presented using analysis tool such as the environmental analysis (PESTLE) and internal analysis (SWOT). Chapter 6 will present the discussions in answering the research questions and the recommendation based on the findings as well as the conclusion.

Chapter 2

INDUSTRY NOTES

2.1 History of the Olympic Games

Referring to the Greek calendar which was based on the Olympiad the Olympic Games begun at Olympia in Greece in 776 BC and there was a 4 year period between games.

Year	Olympiad	Event
776 BC	1 st Olympiad	Stadium race
724 BC	14 th Olympiad	double-stadium race
720 BC	15 th Olympiad	long-distance race
708 BC	18 th Olympiad	Pentathlon
708 BC	18 th Olympiad	Wrestling
688 BC	23 rd Olympiad	Boxing
680 BC	25 th Olympiad	4-horse chariot race
648 BC	33 rd Olympiad	horse race
648 BC	33 rd Olympiad	Pankration
520 BC	65 th Olympiad	race in armor
408 BC	93 rd Olympiad	2-horse chariot race

Table 2.1. The chronology of athletic events being added to the Olympic Games according to the tradition of Hippias of Elis in 400 BC.

Source : www.bbc.co.uk/history/ancient/greeks/greek_olympics_01.shtml

The ancient Greeks like to compete and believed in the concept of "Agon", in holding a competition and contest. The ultimate objective was to be the best in the games. It was one of the greatest honors to win a victory at Olympia where the prize was an olive

wreath. During the ancient race the athletes compete for honor and not for material goods. The Greek government reinstated the games in 1896. This international character of the competitions was preserved by Baron de Coubertin and 16 centuries later, the Olympic Games attract competitors from countries all over the world. Only the best amateur athletes in the world will be taking part on the contests called the Olympic Games. The nations of the world send their best teams of selected athletes to take part. The purpose is to foster the concept of a "sound mind in a sound body" and to promote friendship among nations. The development and governance of the modern games are vested in The International Olympic Committee (IOC) founded in Paris in 1894 has its headquarters in Lausanne, Switzerland.

The Official Olympic Anthem

Source : www.bbc.co.uk/history/ancient/greeks/greek_olympics_01.shtml

In 1893 one of Greece's most famous poets Costis Palamas wrote the Olympic Hymn and later in 1896 was set to music by Spiros Samaras. In 1957 the International Olympic Committee adopted it as the Official Olympic Hymn.

Greek

English

Αρχαίο Πνεύμ' αθάνατον, αγνέ πατέρα
του ωραίου, του μεγάλου και τ'
αληθινού,
κατέβα, φανερώσου κι άστραψ' εδώ
πέρα
στη δόξα της δικής σου γης και τ'

Immortal spirit of antiquity,
Father of the true, beautiful and good,
Descend, appear, shed over us thy light
Upon this ground and under this sky
Which has first witnessed thy

ουρανού.	unperishable
Στο δρόμο και στο πάλεμα και στο	fame.
λιθάρι,	Give life and animation to those noble
στων ευγενών Αγώνων λάμψε την ορμή,	games!
και με τ' αμάραντο στεφάνωσε κλωνάρι	Throw wreaths of fadeless flowers to the
και σιδερένιο πλάσε κι άξιο το κορμί.	victors
Κάμποι, βουνά και πέλαγα φέγγουν μαζί	In the race and in strife!
σου	Create in our breasts, hearts of steel!
σαν ένας λευκοπόρφυρος μέγας ναός,	Shine in a roseate hue and form a vast
και τρέχει στο ναό εδώ προσκυνητής	temple
σου.	To which all nations throng to adore thee,
Αρχαίο Πνεύμ' αθάνατο, κάθε λαός.	Oh immortal spirit of antiquity.

The Olympic Games resumed in their modern form in 1896 in Athens and continued to take place in the following cities as follows :-

1896	Athens	1948 London
1900	Paris	1952 Helsinki
1904	SaintLouis	1956 Melbourne
1908	London	1960 Rome
1912	Stockholm	1964 Tokyo
1916	Cancelled(was due in Berlin)	1968 MexicoCity

1920	Ambers	1972 Munich
1924	Paris	1976 Montreal
1928	Amsterdam	1980 Moscow
1932	LosAngeles	1984 LosAngeles
1936	Berlin	1988 Seoul
1940	Cancelled(was due in Tokyo)	1992 Barcelona
1944	Cancelled (was due in Helsinki)	1996 Atlanta
		2000 Sydney

Table 2.2 The Olympic Games

source : www.bbc.co.uk/history/ancient/greeks/greek_olympics_01.shtml

Athens for Olympic Games of 2004 - The International Olympic Committee decided that Athens after 108 years shall host again the Olympic Games. For 2008, China won the bid for hosting the games.

2.2 China Bidding for Olympic Games

Beijing for Olympic Games of 2008 - To China the chi of the year was the celestial matching of heaven with earth luck and to think with a big mind the Beijing Olympic Games 2008 had energized the trinity of Tien (heaven), Ti (earth) and Ren (herself) into a power-packed trinity of luck a combination of energy forces that brought success luck and good fortune to receive pleasant surprises and unexpected opportunities. That time

around in Feng Shui Period 8, Beijing Olympic Games 2008 in China has 28 sports and 303 medals.

China was passionate about hosting the Olympic Games because it was symbolic that they were switching from an ancient nation to a youthful nation and from a big country to a powerful country. The winning bid to host the Olympic Games demonstrated the country's rising standing among its world peers and China's ever stronger national strength. The strong rivalry for hosting the Olympic Games, countries were actually competing with one another in the fields of economic power, development potential, cultural tradition, education and science as well as international image. Beijing's bidding for the Games displayed the coherence of the Chinese nation and the Chinese people's passion for hosting the Games were fully demonstrated to the world and this helped in Beijing's outbidding its rivals. The historical and emotional factors were superficial and among the most important were China's rapidly rising national strength. The GDP had risen to 2.5 fold and the transportation, communications infrastructures had been significantly improved with impressive progress made for the construction of sports venues and environmental protection projects. By demonstrating the governments change in ruling the country democracy and rule of law were being pushed forward. Beijing as the bidding city had GDP reached 24 billion U.S. dollars in 2001 which was increasing at an annual rate of 10 percent yearly. China's relations with the United States and the European countries had begun to develop in directions favorable to China because of efficient and effective diplomatic strategy and policy. China manage to cope with the impact of the 1997 Southeast Asian financial crisis by adopting effective monetary policies which included maintaining the stability of the RMB foreign exchange rate to

(Source : China Daily)

Summary of the BOC committee consist of the below:

- This above team members will hand picked due to their vast experience, influence, credibility and also base on the affinity triangle in Feng Shui.

Contacts :

Haidian District

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Tel: (86.10) 66 69 91 85

Fax: (86.10) 66 69 92 29

Email: 2008@beijing2008.cn

2.4 Concepts – Feng Shui and Bazi

For centuries the Chinese have accumulated a vast knowledge to study those great questions about destiny, luck and feng shui in search for answers to “Man is always fascinated by the great mysteries in life”, and wonder what our purpose in this world is. They spend many years observing from generation to generation to make that conclusion in the Eight Characters (Ba Zi), created the twelve animal years and introduces Feng Shui.

Qi(Growth) rides the feng(wind) and scatters, but is retained when encountering shui(water). Feng Shui was said to be the ‘Mother of Natural Science’ and the practice originates from China. In it’s earliest form feng shui was to find a place for the auspicious orientations of the tombs of the dead because the belief was a good burial site will bring peace and prosperity to the descendants. In modern times today, feng shui is to find a place for the auspicious orientations of the homes of the living or business sites because the belief is a good feng shui will bring peace and prosperity to the people or his business. Source : fengshui.about.com/od/thebasics/qt/fengshui.htm

The left palm below tells you that it’s all in your hands if only you could read the lines.

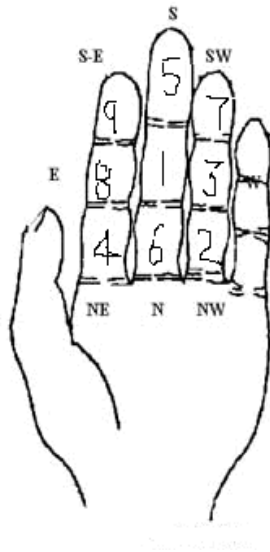


Fig. 2.1. The Left Palm

The numbers show the location of the flying star chart in the year 2008 of the earth rat. Each year they fly into new sectors and bring different energy to each of the compass locations. To know the position of these stars enables us to install shielding remedies to avoid bad luck and to place enhancers to activate the good luck. Reference is made to the flying star chart for 2008 below.



Fig. 2.2 . Flying Star Chart 2008: Lilian Too's world of feng shui, 2008

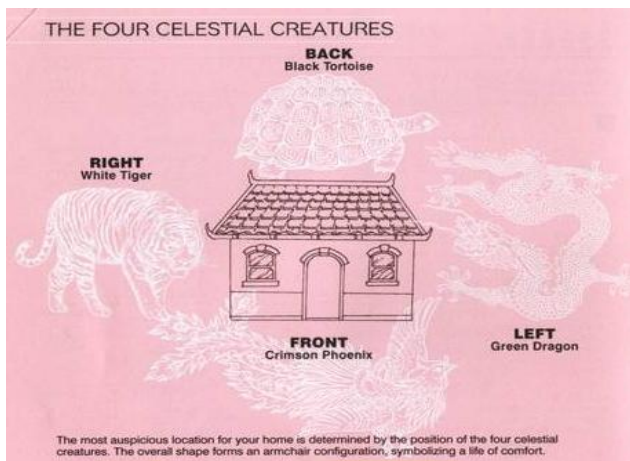


Fig. 2.3. Ideal Armchair Effect

In geomancy is this ideal armchair effect, the compass bearing is as shown on this left palm above.

Towards the North(at the back) - A high back for a secured support symbolized by the Black Tortoise. Towards the East(on the left) – a slightly higher arm rest symbolized by the Green Dragon. Towards the West (on the right) – a slightly lower arm rest

symbolized by the White Tiger. Towards the South(at the front) – a footstool symbolized by the Red Phoenix. The Phoenix is an unobstructed view with a pool of water. The fundamental thoughts behind the Chinese Natural Sciences is the yin/yang and 5 element theories. The belief is that the production, development and the changes in the universe were the result of yin/yang interacting with each other. This can be described using the 5 elements of wood, fire, earth, metal and water. In the 5 elements there are colors, shapes, numbers, organs, variables of time and space, seasons, directions and emotions.

Metal / NW and W	/white, gray, gold, silver	/autumn /circle	/spicy /sorrow
Wood / SE and E	/green, blue,	/spring /rectangle	/sour /anger
Water / North	/black, dark blue	/winter /wavy lines	/salty /fear
Fire /South	/red	/summer /triangular	/bitter /joy
Earth /NE, SW and Center	/brown, yellow	/square	/sweet/pensiveness

The basic theory behind the 5 elements are 3 cyclical interactions.

i] The creative cycle

water nourishes wood, wood feeds fire, fire creates earth, earth creates metal, metal creates water.

ii] The destructive cycle – restraint through neutralizing to keep each other in check and balance.

Wood upheavals earth, earth obstructs water, water puts out fire, fire melts metal, metal chops down wood.

iii] The reductive cycle – used as feng shui cures it corrects the imbalances seen in the destructive cycle.

Fire to wood to water to metal to earth to fire.

Symbolizing movement of the yin/yang is called Tai Ji and has 2 tear drop shapes of black and white fitted into each other representing the TEN Thousand Things of the Tao Te Ching. As complementary opposites, they are always relative and cannot exist without the other and is instantaneous for them to merge and interpenetrate.

Yin	Yang
Dark	light
Passive	active
Female	male
Sinking	rising

The way of the Tao

- i] the yin/yang existed naturally in a dynamic state of balance and harmony.
- ii] feng shui adjust the imbalances created in our own environment.

Feng Shui master Yang Yun Sang of the Tang Dynasty was well known for his dragon veins theory which is an important contribution to modern feng shui. His basic principle of natural landforms was being applied to residential and urban architecture where dragon veins were the geographical structures and relationships between mountains and valleys, the theories of which are still relevant today. Feng Shui was practiced as a Taoist art with its roots deep within the I-Ching, The Book of changes and later the divination arts were incorporated into feng shui analysis which include physiognomy, palmistry and astrological charts. Since an individual's karma is important to evaluate a site we can match his birth star with the baqua of a given location to find a suitable site for him and his family members.

The incorporation of the compass, the geographical studies of Yang Yun Sang and the teachings of Xu Xiake to make your own home part of the natural world introduced the concept of table top water fountains as popular feng shui cures. Feng Shui was not allowed after the communist took over China in 1949 and by the end of the cultural revolution it has regained recognition and is openly practiced. Feng Shui practice began to spread to the West in the 1970's and became popular through various media like magazines, newspaper articles, TV shows and books, and even consulting feng shui masters with feng shui schools and courses. Feng Shui today is the art of placing and situating a building so that it is in harmony with its surroundings because the cultural and social issues are influenced by natural, metal physical and cosmological factors. To practice feng shui there is a need to understand

- i] the influence of cosmology on earth
- ii] have a knowledge of how astronomy and astrology influence the placing of buildings
- iii] understand the Confucian classic
- iv] understand the weathering process
- v] understand the forces of nature acting on buildings and their surroundings.

Also an essential knowledge of

- i] the magnetic fields and how they influence man
- ii] knowledge on how to place buildings in order to tap 'chi' or the energy of the earth
- iii] understand the geographical land forms like hills, valleys, flat land
- iv] understand how environmental factors influence buildings externally and internally
- v] know how to place buildings so that the building has comfortable physical environment

(Source : www.thefengshuiconcept.com/theory.jsp)

2.5 Choice of Xi Jinping

In making sure that the two-week Olympic festival makes China shine and its government look good the party had called on a powerful Politburo Standing Committee member, Mr Xi Jinping, to manage the preparations. The senior figure such as Mr Xi, who is deemed the most likely successor to Hu, was seen as an important figure to make sure nothing goes wrong during China's BOG opening ceremony, which had attracted an estimated 500,000 tourists and 4 billion television viewers around the world.

Xi Jinping
习近平



Figure 2.4. Mr. Xi Jinping, Member Politburo

http://english.china.com/zh_cn/news/china/11020307/20080317/14729833_1.html

Mr. Xi, 54 in 2007 is widely perceived as the apparent heir to succeed Hu Jin Tao as Communist Party chief in 2012 and state president in 2013. To put him in charge of the nation's two most important and most symbolic events was a strong indication of his rising political fortunes and also apparently designed to test his leadership and